IN THE SPECIFICATION

Please amend the paragraph beginning at page 2, line 22, as follows:

In order to further implement enhanced TV there is ~~an~~ a need to more effectively organize program content, send the program content into an MPEG-2 data injector which embeds the data into an MPEG-2 transport stream and then insert local content as enhancements into the transport stream.

Please amend the paragraph beginning on page 4, line 7, as follows:

USP 5,636,222 entitled "Broadcast Method And System With Cell Tag Information For Multiple Self-Routing" by: S. Uriu et al., issued June 3, 1997, discloses a self-routing switch for executing a broadcast in an ATM mode. The switching unit comprises a central controller, a tag information adder and a self-routing switch. The self-routing switch comprises a plurality of input and output lines. Unit switches are provided for each input line corresponding to each of the output lines. The tag information adder adds routing information for the self-routing switch to a cell transmitted to the self-routing switch. The routing information comprises a set of bits corresponding to each output line. The tag information adds to the cell the routing information in which a bit corresponding to an output line for transmitting the cell is set to predetermined logical value. In executing the broadcast, a plurality of bits corresponding to a plurality of output lines is set to a predetermined logical value. The self-routing switch analyzes the routing information of the cell received by each unit switch and outputs the cell to the output line if the bit corresponding to a unit switch is set to a predetermined logical value. If a plurality of bits of routing information is set to a predetermined value, the cell is outputted from a plurality of output lines thus enabling the broadcast.

Please amend the paragraph beginning on page 5, line 13, as follows:

None of the prior art discloses an enhanced TV broadcasting system and method of operation transmitting audio/visual program content ~~and~~ enabling local enhancements to be inserted under or as a splice in the program content at each local receiver in a convenient and timely manner

Please amend the paragraph beginning on page 6, line 3, as follows:

These and other objects, features and advantages are achieved in a system, method and program product using tags as markers for incorporating local content in a communications stream, e.g., TV broadcast[,] or cable transmission. The system includes a transmitter generating a communication stream including program content directed to viewers, listeners, subscribers and the like. The transmitter includes an authoring tool for generating tags incorporated into the program content. A scheduler inserts the tags into the program content so as not to disrupt the audio-visual content in the program by insertion under or splicing in the program content. An insertion module performs the insertion of the tag into the content. The finished program content with tags is stored or sent to an encoder for transmission to a receiver as a communication stream, in one embodiment, using MPEG - 2. The tags contain modifications of the content for retransmission to the local receiver area with local content or other actions. The tags are of two types. One tag initiates local action in the program content in the communication stream. A second tag overrides local action. Each tag contains a header, a tag type and tag action. The header indicates the tags that follow in the content. The tag type indicates local program content, i.e., local weather, local commercials, and viewer interaction. Tag action implements the local content. A receiver captures and stores the program content and tags in a buffer. Local tags are stored in a local table. Override tags are stored in a local override table. During the transmission of the program content, a supervisor continuously reads the local table for local tags. When the time for a local tag is detected, the program content is interrupted by splicing or inserting the content according to the tag action described in the local tag. If a local override tag is detected, the local tag is overridden, and the tag action described by the local override tag is performed. As long as there is program content, the supervisor continues to look for tags. The program content may be continuously read or written or may be done by interrupts instead of sequentially.

Please amend the paragraph beginning on page 11, line 14, as follows:

Fig. 6 shows a process ~~400~~ for the tag-authoring tool 312 to insert the tags into the original program content source 301. The process begins in block ~~401~~ 400. The tag authoring tool in block

402 commands the optional capture device 302 to decode the program if need be from its broadcast form or read it from data storage to a digital file, possibly just a buffer, if the process occurs in real-time. The tag-authoring tool then obtains the tags and where they are to be inserted 404 into the program content from a file or from the computer user's input devices. A scheduler module 406 plans where to insert the tags into the program content using little-enough bandwidth so as not to disrupt the audio-visual content in the program, as in Fig. ~~1~~ 2. An insertion module 408 performs the insertion. The finished program content with tags is then stored or sent in block 410 to an encoder for broadcast. ~~Which~~ This finishes the task 412.

Please amend the Abstract beginning on page 27, line 2, as follows:

A system, method and program product uses tags as markers for incorporating local content in a communications stream, e.g., TV broadcast, cable transmission. A transmitter generates a communication stream including program content for transmission to a receiver. The transmitter includes an authoring tool for generating two types of tags for ~~incorporated~~ incorporation into the program content. The receiver captures the program content and stores the tags in tables. ~~A scheduler inserts the tags into the program content so as not to disrupt the audio-visual content in the program by insertion under or splicing the tag in the program content. An insertion module performs the insertion of the tag into the content. The finished program content with tags is stored or sent to an encoder for transmission to a receiver as a communication stream, in one embodiment, using MPEG - 2. The tags contain modification of the content for retransmission to the local receiver area with local content or other actions. The tags are of two types.~~ One type of tag initiates local action in the program content in the communication stream. A second type of tag is capable of modifying ~~overrides local action~~ the first type of tag in the tables. ~~Each tag contains a header, a tag type and tag action. The header indicates that tags follow in the content. The tag type indicates local program content, i.e., local weather, local commercials, and viewer interaction. Tag action implements the local content. A receiver captures and stores the program content and tags in a buffer. Local tags are stored in a local table. Override tags are stored in a local override table. During the transmission of the program content, a supervisor module continuously reads the local~~

~~table for local tags.~~ When the time for a local ~~tag~~ action according to a first type of tag is detected, the program content is interrupted by splicing or inserting the local content ~~according to the tag action described in the local tag. If a local override tag is detected, the local tag is overridden, and the tag action described by the local override tag is performed.~~